

KOVERFLOR

SUPER FINISHES
ORIGINAL TUNG OIL PRODUCTS
(China Wood)



THE
ALL-PURPOSE PROTECTIVE
ENAMEL



STANDARD VARNISH WORKS
NEW YORK • CHICAGO • LONDON



QUICK DRYING

SUPER FINISHES

ORIGINAL TUNG OIL PRODUCTS

(China Wood)

**FOR FLOORS — FURNITURE AND ALL SURFACES
OF WOOD — CEMENT — BRICK — METAL
— INSIDE OR OUTSIDE —
ALSO LINOLEUM**

**Waterproof! Weatherproof! Wearproof!
Oil and Greaseproof!**

KOVERFLOR is based on a compounded processed Tung Oil (China Wood Oil) known as "Koveroil." It is from this scientifically treated oil that **Koverflor** gets its great wear-resisting properties, its super-elasticity and its superb smoothness. The elasticity of Tung Oil was first capitalized commercially in the development of **KOVERFLOR**. For this achievement, an honorary degree was conferred upon Dr. Maximilian Toch (Chairman of the Board of Standard Varnish Works) by the Chinese Government at Peking University.

KOVERFLOR SUPER FINISHES

Include . . .

KOVERFLOR — THE ALL-PURPOSE PROTECTIVE ENAMEL AND LIQUID FLOOR COVERING — manufactured in a distinctive range of brilliant colors — also Black and White.

KOVERFLOR CLEAR (Super Varnish for all finely painted, grained or natural wood surfaces).

KOVERFLOR TRANSPARENT FINISHES which stain and varnish in one operation and produce natural wood effects (oak, mahogany, etc.).

KOVERFLOR TRANSPARENT LINOLEUM VARNISH for preservation of linoleums — printed or inlaid.



TRANSPARENT FINISHES

No. 21
LIGHT
OAK



No. 22
DARK
OAK



No. 24
RED
MAHOGANY



No. 23
WALNUT



No. 25
BROWN
MAHOGANY



No. 26
GROUND
COLOR



ALSO No. 20 — KOVERFLOR CLEAR

COVERAGE: The covering capacity of **Koverflor** depends entirely upon the porosity of the surface — and application. It has a maximum spreading capacity and it will cover approximately 500 to 600 sq. ft. to the gallon.

DRYING TIME: Koverflor sets dust free quickly. Dries thoroughly hard to walk upon overnight. Allow extra time in damp or humid weather.

COLOR VARIATIONS: All color chips have a tendency to change color slightly with the passing of time due to light exposure, etc.



**FOR BEAUTY . . . BRILLIANCE . . . AND
WEAR RESISTANCE . . .**

KOVERFLOR stands unchallenged! And that is why it is indispensable in schools . . . factories . . . homes . . . clubs . . . public buildings . . . institutions.

Developed originally as "The Liquid Floor Covering," its beauty and resistance to wear, water, oil, grease and other destroying agents soon found **KOVERFLOR** employed as "**The All-Purpose Protective and Decorative Enamel**" for any type of surface . . . wood or cement floors, furniture, boats, implements, swimming pools, shower and locker rooms, basements, garages, and every other surface requiring utmost protection at no sacrifice to beauty.

**WHERE THE WEAR IS HARDEST YOU
NEED KOVERFLOR MOST!**

KOVERFLOR superseals surfaces and dries to a tough, lasting, elastic gloss. Weather and climatic changes will not affect the beautiful sheen of its smooth, tile-like finish. Since **KOVERFLOR** is not affected by moisture or temperature, it is ideal for Boats and general Marine Work; and for all outdoor exteriors subjected to the elements.

KOVERFLOR penetrates porous surfaces and becomes an integral part of the floor, making it dampproof, dustproof and impervious to oils, grease, or alkali. (Most cleansing soaps contain alkali.)

FOR EVERY DECORATIVE PURPOSE . . .

There is no necessity for using several types of finish in redecorating a room. **KOVERFLOR** does the whole job. It is the ideal choice for artistic interior decoration — for refinishing furniture, floors, walls, toys, anything. This **All-Purpose Quick-Drying Enamel** protects as it beautifies.

SPECIFY KOVERFLOR — THE ONE ENA



THE ALL-PURPOSE DECORATIVE

No. 33
PEARL GRAY



No. 29
YELLOW



No. 13
LIGHT
GRAY



No. 32
ROBIN BLUE



No. 28
LIGHT BLUE



No. 2
SPRUCE



No. 27—LIGHT BUFF

No. 4
LINOLEUM
BROWN



No. 9
DUST



No. 18—WHITE

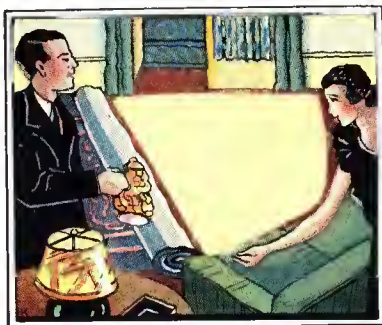


K O V E R F L O R

For Every Hard-Used Surface . . .

MAR- PROOF

Roll up the rugs and dance on it! . . . Scratches or heel-marks will not mar its glass-like surface!



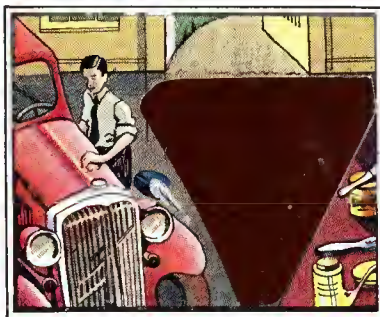
WEAR- PROOF

Walk on it all day! . . . Simplest thing in the world to keep it clean as a pin and looking new and shiny!



GREASE- PROOF

Clean and polish your car on it! . . . The oil and grease drippings can't penetrate the tile-like surface!



WEATHER- PROOF

Paint your boats and decks with it! . . . Resists exposure to salt or fresh water!





E AND PROTECTIVE ENAMEL



No. 34
JADE GREEN



No. 14 ORANGE



No. 7
IVORY



No. 12
GREEN



No. 30
APPLE
GREEN



No. 10
GRAY



No. 11
TILE
RED



No. 31
CHINESE
RED



No. 17
MAHOGANY

No. 19—BLACK

K O V E R F L O R

(QUICK DRYING)

Although **Koverflor** was primarily designed as a super-floor finish and pioneered in the field as such, the experiences of thousands of users has proven it to be THE ALL-PURPOSE PROTECTIVE ENAMEL Finish for:



FLOORS
LINOLEUM

FURNITURE
(Wood or Metal)
PORCH AND GARDEN
FURNITURE
BABY CARRIAGES
BICYCLES
TOYS

STORE FRONTS
FIXTURES—COUNTERS
SHELVING—SHOWCASES

MACHINERY—ENGINES
BOILERS—PIPES
RADIATORS

RAILWAY CAR FLOORS
AND WATER COOLERS

GAS AND OIL STATION
EQUIPMENT

AUTOMOBILES, TRUCKS,
BUSES

DAIRY EQUIPMENT

FARM IMPLEMENTS

TOOLS

ICE CREAM AND
BREAD CASES
TUBS—CRATES

SHOWER AND
LOCKER ROOMS

CANVAS
WALL BOARD
COMPO ROOFING

STEAMSHIP DECKS
AND MASTS
BOATS—CANOES
YACHTS—SPARS

... and many other
places where a water-
proof Protective Enamel
finish is desired.

Detach this card and move it over the chips for different Color Schemes.



BEAUTIFUL WEAR-RESISTING FLOORS . . .

KOVERFLOR applied over your parquet, natural wood, shellacked or painted floors, solves the problem once and for a long time. It will not scratch or stain, or accept oil or grease.

Give the cement porch floor a coat of waterproof and weatherproof **KOVERFLOR**. You will find this the most satisfactory material because water (salt, hot or cold) does not affect it . . . it does not spot or scratch . . . resists alcohol, ammonia, washing compounds . . . and it stands for the hardest wear.

Then there is your boat . . . your woodwork and trim . . . both inside and outside . . . which need going over . . . and **KOVERFLOR** FILLS THE BILL!

KOVERFLOR IN INDUSTRIAL AND INSTITUTIONAL BUILDINGS

KOVERFLOR is a revelation for floors of public buildings and institutions . . . in fact all places where traffic is constant and use severe. It is also used advantageously in public buildings and institutions as a dado finish on walls where the surface requires protection against moisture, grease and dirt.

KOVERFLOR has given such great satisfaction that it is approved by architects — endorsed by master painters and decorators — and greatly appreciated by home owners who require perfect floors . . . furniture which always looks new . . . and all surfaces where a finish of great durability is required.

EL THAT WILL DO THE ENTIRE JOB!



The same **KOVERFLOR** qualities of resistance to wear, water, grease and oil found in the modern brilliant colors of **KOVERFLOR** (THE ALL-PURPOSE PROTECTIVE ENAMEL) are found in the following **KOVERFLOR SUPER-FINISHES**. Select the one best suited to your purpose. . .

KOVERFLOR CLEAR . . . AN ALL-PURPOSE PERFECT VARNISH which combines the rugged qualities of an exterior spar varnish with the beauty and sheen of a floor varnish. Unsurpassed for use where super-protection and durability are required. Equally efficient for finishing woodwork, furniture, and all hard-used surfaces where a Clear Varnish effect is desired.

KOVERFLOR TRANSPARENT FINISHES in natural wood effects (mahogany, oak, etc.) . . . fill in dents and scratches and stain and varnish in one operation . . . transform the ugly into the beautiful without changing the original color or grain. A perfect combination of **KOVERFLOR CLEAR** with aniline colors which possesses every quality of **KOVERFLOR** protection. Ideal for finishing or refinishing woodwork, floors, furniture in original or different color without hiding the grain of the wood.

GROUND COLOR: On old finishes in very poor condition, apply a foundation of Ground Color — then apply **KoverflorTransparent Wood Finishes** and watch for a revelation of new brilliance and charm.

KOVERFLOR TRANSPARENT LINOLEUM VARNISH has the quality standard of **KOVERFLOR CLEAR** plus paleness and is of the proper body for Linoleum finishing. It will eliminate worn spots and bring back the original brilliance and freshness of linoleum surfaces (either printed or inlaid).





The same **KOVERFLOR** qualities of resistance to wear, water,

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